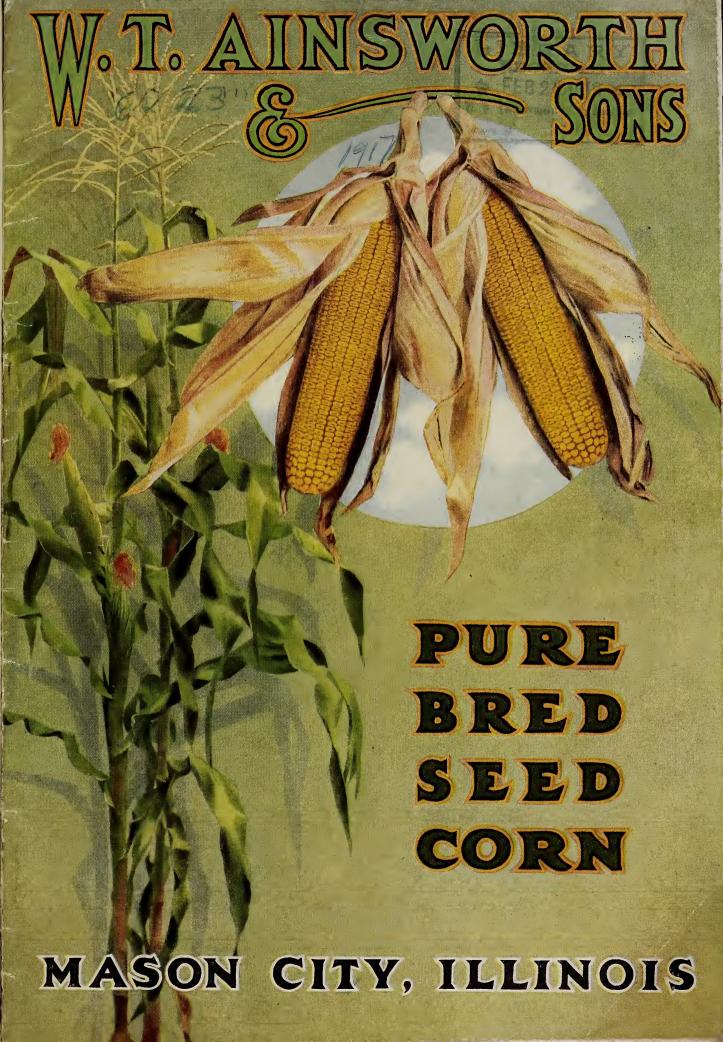
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Do not assume content reflects current scientific knowledge, policies, or practices.





OUR. NEW SEED PLANT



VENTILATING DOORS CLOSED





VENTILATING DOORS OPEN



A Personal Letter

Mason City, Illinois, January 1st, 1917.

To Our Friends, Our Customers:

In presenting the 1917 edition of our Book on Corn, we wish to thank you personally, one and all, since your valued orders and recommendations during the past year enabled us to make it our record year. We are convinced that our growth has been the most rapid of any seed corn firm in the country. Our business has doubled five times in the last eight years, and last year we sold more corn than the two best previous years, besides returning several thousand dollars for orders we could not fill.

Our rapidly increasing business made it necessary for us to construct another modern seed corn plant. This building was erected this summer. (See illustration on opposite page.) This plant, together with our "plant on the farm," gives us the largest and best equipped seed corn drying houses in the world.

Seed corn we market is all of known origin. Most of it is grown under our direct supervision while a large part is grown on our own farms. Every bushel of AINSWORTH seed corn is dried and prepared from start to finish in our own drying plants. This personal attention has raised our quality but has limited our output. Place your order early since we have no more to offer after what we take in in the fall is sold. We have never filled orders from cribs in the spring.

This year's crop of seed corn is not all good, but we are proud to be able to say that as a result of painstaking effort we are again able to send out our corn under a definite germination guarantee of 95 per cent or money back. This is one of the strongest guarantees ever put out by a seed firm. We could not make this guarantee if we did not have the seed corn with which to make it good. Remember the breeding is good and every ear is sound, dry and well matured 1916 seed corn.

We are asking our customers especially to place their orders early. It will not be necessary to send cash with your order, unless you want immediate shipment. We hold supplies for our old customers, but we cannot afford to turn away other buyers unless we are sure you will take the seed we reserve for you. We assure you that the demand for high class rack dried seed corn will be the greatest ever experienced by seed corn houses. At the date of going to press we have booked hundreds of orders for next spring; an unusual thing for this time of year. Both plants are full. We have more corn than ever before and the best job of drying we have ever done.

We wish to thank you for previous orders and assure you that this year's consignment will receive our careful attention.

Trusting to be favored with your order,

Yours sincerely,

W. J. anisworth & Lous.



Our Seed Farms

ADAPTABILITY OF OUR SOIL FOR GROWING SEED CORN

UR farm lands aggregating over 1000 acres are in the very heart of the great Illinois Corn Belt. The demand for Mason County seed corn, as well as the excellence of the corn exhibits of Mason City and vicinity (at State Fairs and Corn Shows), have proven that the brown silk-loam with the porous subsoil is the best in the United States for the growing of seed corn.

Owing to our porous clay subsoil, superfluous water sinks as soon as the frost is out of the ground, which allows the soil to become warm early in the spring, while the brown loam matures it more quickly than the colder black soils. The ability of our soil to rush a crop through to maturity was well illustrated this year. All of the early planted corn is well matured. On the colder black soils east of here the corn is not so well matured.

Four of our farms are within hauling distance of Mason City, Illinois. Two adjoin the town; one on the east, Sunnyside, and another, Cloverdale, on the southwest, where the mammoth seed corn plant is situated. The Mitchell farm, south of Mason City, is farmed by Ralph M. Ainsworth, the eldest son of the senior partner. The Maple Grove farm is located north of Mason City. In addition to these farms we rent one hundred and sixty acres belonging to other parties. These farms have been kept to a high state of fertility by growing clover and alfalfa, feeding live stock, and by hauling twelve hundred tons of manure annually from town. Each year we cover over one hundred acres with manure at an expense of five dollars per acre, and often supplement this by applying several carloads of rock phosphate and limestone. Weak, run-down land cannot produce vigorous seed corn.

Our policy in conducting our farms is not how many bushels can we get off the land, but rather how can we farm the land to grow the finest quality of seed corn.



Drying Corn Taken from One of the Breeding Plots



Our "Ear to Row" Breeding Plots

ORN has improved greatly in type and yielding qualities in the last twenty years. From a long, slender ear on a tall, heavy stalk, corn has been bred to a cylindrical ear with deep grains, showing a percentage of grain to ear of between 85 and 90.

This improvement in type and yielding qualities has been due to two things. First, the breeding plot; secondly, field selection. Improvements through the breeding plot are accomplished largely in a mechanical way—by weighing the corn. Field selection is done by the picker ever keeping before him the ideal that he is striving to obtain.

To make the greatest progress in corn improvement, it is necessary to combine breeding plot and field selection.

On the following pages we will give, as well as we can in a few words, our method of conducting an "ear to the row" breeding plot. If you are especially interested in corn breeding ask for our book, Practical Corn Culture, which explains our methods in detail.

For several years past we have conducted each year three breeding plots of the three leading varieties of corn—Reid's Yellow Dent, Johnson County White and Gold Standard Leaming. This work in corn breeding is carried out in accordance with the standards and methods prescribed by the Illinois Seed Corn Breeders' Association, of which our Ralph M. Ainsworth is secretary and treasurer.

W. T. Ainsworth and Ralph M. Ainsworth give this work their personal attention throughout the summer months. In fact, it is necessary to give corn breeding personal attention if the results are to be of much value. There are a number of things to be taken into consideration, one of the most important being to secure a uniform stand. To accomplish this we plant three grains in a hill and thin down to two plants. Each breeding plot is placed in the center of a forty-acre commercial field of the same variety in order to prevent foreign pollenization. Each covers about six and one-half acres and costs about \$200, including bookkeeping and labor of tending and gathering. Our breeding plots each year cover in all over twenty acres.

How We Conduct Our Plots. One hundred and ten of the most desirable ears are selected from five or more of the highest yielding rows of the previous year's breeding plot. The dam and original strain numbers are first entered in a register. One hundred of these ears are placed on a rack and numbered from 1 to 100. (See page 17.) They are then photographed, which gives the field row number, and by prefixing these numbers we have



A Breeding Plot of Johnson County White

Distance between hills 3'6"

DESCRIPTION OF INDIVIDUAL SEED EARS	PERFORMANCE RECORD OF FIELD BOWS		
Parties No. Dam No. Carlo	Phinted to Phinted to Phinted to Phinted to Phinted Total Oct. Business Proceedings of the Phinted Proceedings Pro		
201 200 11% 14 8 18 62 20% 234 478 48	26 203 58 34		
9x7 228 10% 6 78 20 67 18 274 + 48	17 221 63 375		
339 120 11 68 746 18 64 184 234 378 48	28		
9 £1 228 11 6 7 8 20 60 20 3 43/8 5	29 164 46 401		
720 228 10% 6% 8% 18 62 114 3 4 46 56	30 161 46 304		
331 998 11% 6 18 750 20 61 194 3 4 48	31: 267 59 382		
332 228 107 6% 7% 18 59 19 3 378 478	32		
303 228 10% 6% 7% 20 39 19 244 46 478	33 258 73 391		
334 230 10% 6号 7岁 18 59 18 34 4号 6	34 197 56 360		
135 130 10% 6% 7% 20 56 204 3 48 48	35		
336 230 10% -1% 7% 18 58 174 34 4 43	86		
327 230 10% 658 748 18 58 194 3 4 478	37 354 101 374		
336 230 10 % 6% 7% 20 58 18 3 44 476	38 180 % 360		
339 230 1048 6 % 1% 20 63 184 274 348 478	39 241 68 365		
340 235 1036 656 73 20 66 187 334 45 478 341 230 1056 658 736 18 64 17 234 4 5	40 257 71 391		
341 230 105 648 778 18 64 17 24 4 5	41 245 70 350		
34 × 230 10% 6% 7% 18 60 17% 234 4% 4%	42 243 69 338		
340 440 10.8 08 10 10 10 10 10	43 194 55 322		
344 246 10% 638 738 16 58 164 24 348 448	पर्म 175 20 317		
345 246 104 64 18 18 58 164 3 4 5	42 713 PO 312		
346 549 10% 12 18 18 2 18 2 4 3 8 4 3			
347 246 1076 6 78 18 62 1674 24 378 478	Programme and the second secon		
348 246 11 6 7 8 18 67 17 2 2 3 4 7 4	49		
349 246 11 68 78 18 66 174 24 46 478	50 189 54 394		
350 Q46 10 \$ 6% 7% 20 64 17 2 24 3%, 4%	50 189 54 374		

Benark: Planted & grown to the hill. June 10th. Thinned down to two states to the hill. I would after heing out off, which accounts for the large muster in leave hills alternate low determent they are made to feel Commercial Field (Year 1912) & & Description of the large muster in leave hills alternate low determent they are made to the feel of the feel.

In Our Corn Breeding We Keep All Our Measurements on a Special Form as Shown Above.

a satisfactory registry number. When the ears are taken off the photographing rack, each is tagged with the register number. By glancing at the fac-simile above you will see that each ear is measured and weighed in order to have a description of the dam ear. The ears are shelled separately and the desirable kernels from each ear are placed in a paper sack and tagged. The kernels from the ten ears, not photographed, are planted in every tenth row in the plot. For convenience they are marked "X," and serve to show the variation in fertility or other conditions which might affect the yield. The contents of one sack placed in a planter box easily plants three grains to the hill in forty-rod rows. The rows are numbered by stakes as soon as planted.

About the first of June, the plots are thinned dow nto a uniform stand of two stalks, and the alternate rows are detasseled the latter part of July or early August. Detasseling is done to insure cross pollenization. We use only the produce of the detasseled rows. Each row is rusked out separate, and the product weighed and placed on a rack alone. In this way we determine the high yielding rows.

Mark this: By this method we determine mechanically and accurately which of the 110 ears planted in a given plot are the highest yielders.

Effect of Breeding Plot on Type and Yield. Since only truly typical ears are selected from the highest yielding rows, as determined by the scales, all Ainsworth strains are the highest attainment in corn breeding.

Field Selection. We never dispense with field selection. If the highest yielding rows in the field are very late in maturing and contain a large number of poor type ears, they

RACK DRIED AIN SWORTH SEED CORN



Leaming Breeding Plot

are entirely discarded. Ears from only the highest yielding rows are selected, and they must conform to the score card. Field selection is carefully safeguarded by the weights of each row of the breeding plot. By combining field selection with the breeding plot, we are able to offer corn belt farmers seed corn which, for soundness and yield, cannot be surpassed.

Seed corn taken from the average farm of today will grow five bushels more corn per acre than would the best seed that could be bought twenty years ago. Reliable seed firms, farmers and agricultural experiment stations have contributed to bring about this result by means of field selection, the score card and the breeding plot. It is the opinion of most breeders that the increase in the yield of corn in the next twenty years will be due largely to the planting of more prolific seed.

As a result of careful breeding and selecting, we offer our customers the very highest yielding strains of five leading varieties approved by the Illinois Corn Growers' Association. We have on file hundreds of letters from customers showing that our seed out-yielded their own from five to twenty bushels per acre. This was not accidental, but was due to the fact that we had the highest yielding strains put in our plant early—before the corn could be cribbed. This corn was then dried in our scientifically ventilated plant. Read what we have to say about "Our Seed Corn Drying Plant" (page 8). Our book, "Practical Corn Culture," explains in detail our method of breeding corn. Price, 50 and 75 cents, postpaid. Also included free with seed order if requested. We cordially invite our friends and patrons to visit us next summer and inspect our work in corn breeding.

NOTICE:—Our "detasseled ear to the row" plots are among the largest in the country. The field photographs are all taken on our own farms. The breeding is all done on our own farms and a large part of our seed is grown under isolated conditions on our own land. We respectfully refer you to Louie H. Smith, Assistant Chief of Plant Breeding, University of Illinois. Our breeding plot data, together with the data of all other corn breeders are kept on file at this office.



Sack Picked

HIS year we sack picked in the field with a force of thirty men for two weeks beginning on October 10th. In this time we had gathered and placed on racks several thousand bushels of the following varieties: Reid's Yellow Dent, White Dent and Silver Mine.

We are charging a nominal price of fifty cents per bushel more for this corn than corn gathered in the regular way. It is necessary to make this charge in order to cover additional cost of gathering as well as damage to field. We guarantee that our sack picked corn both ear and shelled was all rack dried and gathered in October.

We have all other varieties rack dried in October. We guarantee the same germination for field gathered as we do for sack picked and in our opinion it is as good. Both have the same careful inspection.

Every bushel of corn we sell our customers was gathered especially for us, dried in our heated plant and each ear examined and kernels removed before shelling or crating. Only the sound ears of good type are used for seed. All others not coming up to Ainsworth standard are discarded. In other words only a small percentage of the ears grown in the best of fields are sold for seed.

Prices

At the date of going to press market corn is selling for thirty cents more per bushel than it did at this time last year. In addition to this the price of bags is nearly double that of other years. Owing to these advanced prices we have found it necessary to increase the price of our seed corn fifty cents on the bushel. After making this increase in price we are still sharing the greater part of the expense ourselves.

* * * *

Owasso, Iowa, November 10, 1916.
W. T. Ainsworth & Sons. Mason City, Ill.
Dear Sirs:—The corn I got from you last spring was good. It yielded about ten to twelve bushels more than my other corn and was good sound corn.
Yours truly,
CHARLIE BASKA.

Macoupin Co., Illinois, October 30, 1916.
W. T. Ainsworth & Sons, Mason City, Ill.
Gentlemen:—I am well satisfied with the maturity of the seed corn I got from you. Don't know how good it is, have not shucked any yet.

I remain yours.
J. E. BOWMAN.



Sack Pickers in the Field

RACK DRIED AIN SWORTH SEED CORN



SORTING ROOM IN BASEMENT (Seed House on the Farm)

In this room the corn is rough sorted as it is brought in from the field. This is done the same day the corn is husked.



Breeding Plot of Reid's Yellow Dent



Our Seed Corn Drying Plants

HE most important factor in producing good seed corn is breeding and selecting to obtain high yielding sound corn. Second only to this comes the question of drying the seed. Our drying equipment consists of two elaborately constructed frost proof seed corn drying plants. These are so well ventilated and heated that all corn dries out quickly and evenly. A proof of our drying facilities is the fact that all of our corn is in shape to ship January first of each year.

Our method of drying is an expensive method that requires ample space and dries out the corn naturally and gradually. Do not confuse our method with kiln dryers which dry corn in from twenty-four to forty-eight hours. The method we employ requires from five to

eight weeks.

Our seed corn drying plants are the largest and best constructed seed corn drying plants in the United States. Our old plant, the largest seed corn drying building in the world, is located on one of our farms south of Mason City. Our new plant and offices (built this summer) are located in the business district of Mason City. When both plants are considered together we have over five times the capacity we had eight years ago and a larger capacity than that of any other seed firm.

Racks and Slatted Floors. In order to assist the circulation of air we have slatted floors throughout both our plants. The ventilation and drying are further assisted by 578 ventilating doors and windows, which are thrown open in mild weather. (See illustrations on page 12 and inside of front cover.) Our new building has doubled our space for drying corn on racks. All corn sold in the ear is dried in this painstaking expensive manner. A visit to our plant would convey more than we could possibly say here, and we feel sure that you would feel well repaid for making us a visit.





Ample Heating Equipment. Our two plants are uniformly heated by six of the largest size hot air furnaces together with two steam outfits. During the coldest weather we fire these furnaces day and night until corn is thoroughly dried out. The corn from which our seed is picked is taken from the field to the seed house, where the husks and silks are immediately removed and the corn is laid on racks to dry.

The corn to be shelled is placed in the scientifically ventilated and heated cribs. method gives perfect results in drying the corn to be shelled. The crate corn is all placed on racks at the top of the building; the difference between the shelled corn and crate corn being that in piling the corn loose in the cribs, some is shelled. This would be objectionable in crate corn.

Crate Corn. When the corn is satisfactorily dried, which is usually about the first of January, we begin taking it down and re-sorting. Before placing in the crates, three grains from three different parts of each ear are removed with a knife and the germs examined. This work is done by experts under the direct supervision of Merle F. Ainsworth.

Shelled Corn. We assure you that nothing but good sized, fully matured ears go into the shelled corn, and that it will grow as much to the acre as the ear corn. It has the same guaranteed germination percentage as the like variety in the ear. It has one advantage over ear corn—it is well graded and cleaned, ready to go into the planter box. We assure you that this corn is more uniformly graded than is possible by any fan mill or hand grader. A good planter with the proper plates will plant it with perfect regularity all day long. As orders are received, the corn is carefully looked over, nubbed at both ends, shelled and graded.

Ear Corn or Shelled Corn, Which?

We guarantee the same germination for our shelled corn as we guarantee that in the ear. It will grow as many bushels per acre. We charge more for the ear corn since it has to be handled by hand from start to finish to avoid shelling or scuffing up the ears. Besides it costs nearly twenty cents more a bushel to pack the ear corn. You have our word that every bushel of both shelled and ear corn is dried and prepared for our shipment in our own plant.

If bushels are what you want, we advise shelled corn. It is cheaper. It is ready to Ear corn has the advantage of being truer to type, as only typical ears are chosen. If corn is wanted for a breeding plot, you should have ear corn so as to show the competitive row test. On the other hand, five bushels of shelled corn will plant as far as six in the ear because of the waste in tip and butt grains which you would not care to plant. We sell nearly five times as much shelled corn as we do ear corn.

You cannot afford to be careless in the selection of your seed corn. Common seed means small, poorly filled ears. Weak seed means a poor stand.

Seed corn that will not show 90 per cent germination test should not be used. We guarantee a germination test of 95 per cent or more on every bushel of corn sent out from our plant.

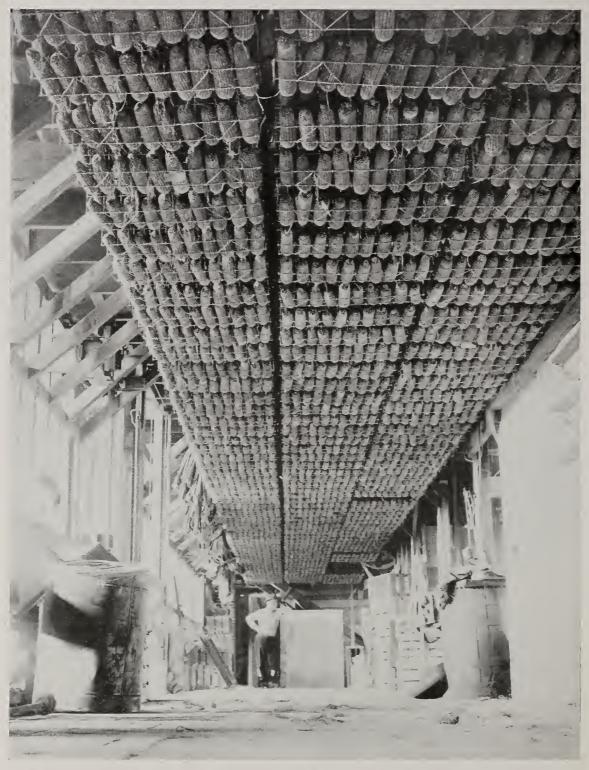
Government Inspection. For the past four years our seed corn has been tested for germination by the Department of Agriculture. The inspectors came in person and secured samples from every part of our plant and in no case has the test fallen below our guarantee. Some tests showed over 97 per cent. These reports can be seen at our office. year Ainsworth corn averages nearly 100 per cent germination. This is not guess work. It is the result of numerous tests.

Louisa Co., Iowa, October 20, 1916.
W. T. Ainsworth & Sons, Mason City, Ill.
Dear Sirs:—We have used your seed corn for
the last three years. We are now cribbing (Oct.
16). Corn is well matured, with a good stand and
of good quality. Your seed has given good satisfaction in this neighborhood.

Yours respectfully,
J. G. STAFFORD & SON.

Newton Co., Indiana, November 6, 1916.
W. T. Ainsworth & Sons, Mason City, Ill.
Dear Sirs:—Your letter at hand in regards to
the seed corn bought of you last spring, must say
I got very good stand. The yield was very good
for this season, which was about 45 bushels per
acre. Thanking you for past favors, I am
Yours truly,
E. R. McCLATCHEY.

RACK DRIED AIN SWORTH SEED CORN



This is where corn is examined for germination, shelled and graded. This room is one hundred feet long by thirty feet wide. We are utilizing waste space next to ceiling for drying crate corn on wire racks.



We Want You to See the Most Perfect Seed Corn Plant in America

E extend a cordial invitation to all farmers to inspect our drying plants at Mason City, Illinois. If you make us a visit during January or February, you will see thousands of bushels on the drying racks as well as thousands of bushels ready for shipment. Our entire stock is easily seen at our plant.

As an inducement to reliable farmers living within 100 miles of our plant, we make the offer to pay your railroad fare, providing you purchase 20 bushels of seed (your own selection). Several farmers can club together and send a man to select their seed for them. We guarantee the truth of every statement made in this catalog, and will willingly repay your traveling expenses if, upon examination of our plant and corn, you find any misrepresentations have been made. The last offer is made whether you buy any corn or not.

How We Determine What Germination Percentage to Guarantee

We guarantee—not merely assure—a higher germination percentage than any other seed corn firm in the United States. We do not guess or hope that the germination will be above 95 per cent. We know specifically what it will be, since every year, before making our guarantee, we make numerous tests from all parts of the building. From present indications our germination tests will run nearly 100 per cent, depending on variety. We guarantee enough less to make sure and safe the guarantee.

Read this guarantee, which is sent with every bushel of corn:

This is a facsimile of back of tag accompanying every shipment.

OUR GUARANTEE

"You are given twelve days in which to test this corn. If you find it unsatisfactory in any way, return to us, at our expense, within the above limit and we will refund the purchase price. Guaranteed germination 95 per cent or better."



W. T. AINSWORTH & SONS, Mason City, Illinois

Boone Co., Indiana, October 29, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:—You will remember that I got seed corn of you last spring (Leaming), and write to tell you that I have a splendid yield of first class corn, 60 bu. per acre. Good for this dry season. Germination perfect. Every one who saw the corn commented on the evenness of the stand. I think money spent for your seed is the best investment a man can make. Thanking you for past favors.

Yours respectfully,

J. E. LEATHERMAN.





A. View of our seed plant on the farm (taken from Reefer street) showing ventilating doors open. B. Dray built of corn repdy for depot. C. Power elevator taking corn from picking room to drying rarks on fourth floor.

D. Curner in our office. One man and two girls are regularly employed in affice. In getting out catalogue we employ as high as eight, E. View of corn in warehouse erated, ready for shipment.

E. Hullding on a single row rack. G. Photograph of the inrgest single shipment we have ever made. H. All of our earliest picked corn is dried on single row racks.

Page 1



Ainsworth's Ninety Day

RECOMMENDED FOR GENERAL PLANTING IN IOWA

In this corn we have endeavored to combine early maturity with a good yield. With many early maturing varieties the yield is so poor that it is impractical to plant them. Our experience is that our Ninety Day corn will produce yields within 5 to 10 per cent of what other varieties will produce when planted at the same time. Planted as late as June 10 in this latitude it will mature with other corn planted fifteen or twenty days earlier and will outyield late-maturing corn planted at the same time, besides being out of the way of frost.

This corn is very firm and solid. The ears will average about one inch shorter than Yellow Dent; in other words, it is an early Yellow Dent.

We recommend Ainsworth Ninety Day to the Eastern farmer as the best early corn, both for feeding and for ensilage. For the Southern farmer it takes the place of the old time June corn. It is of particular value to the farmer of Central Illinois who wishes to follow corn with wheat, as it matures so early that it can be husked out and the ground prepared for wheat. This is a boon to the stockman who wants early feed. We recommend this corn for general planting in Northern Illinois and for bottom land everywhere. We also urge the farmers of Kansas and Oklahoma to try this corn, as it matures before drought sets in. For late replanting this corn is invaluable.

Place your order for Ninety Day early, since our supply is limited this year. If every farmer would include a bushel of this splendid corn with his regular order, he would have some corn for early feed or for planting wet spots. This corn is a good seller and a great favorite, being the first corn to grade each year at the elevators.

This strain of Ninety Day is earlier in maturing than what we have grown heretofore, and is the earliest maturing variety we handle. While we have no sack picked corn in this variety, it was all in by November 4.



Ainsworth's Ninety Day

Price—Shelled and graded ready for planting, one peck, \$1.00; one-half bushel \$1.75; one bushel and up (sacks free), \$3.00. Ear corn, per bushel, in bushel crates, \$3.50; one ear postpaid, 50c. No sack picked corn in this variety.



Silver Mine

EARLIEST MATURING WHITE DENT CORN

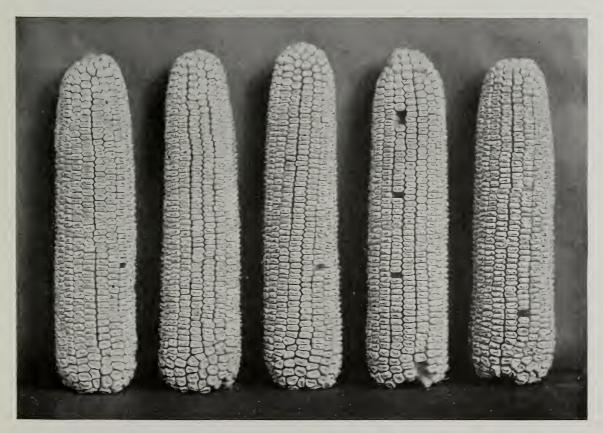
UR entire stock of Silver Mine this year was grown on our own farms.

We have never been able to supply a fourth of the demand for this splendid corn. We get the seed from the North each year, from which we grow our Silver Mine, having made arrangements with the foremost breeder and grower of this variety in Illinois. By securing this northern grown seed each year, our Silver Mine is guaranteed to be a more early maturing corn than would be the case if we produced from our own breeding plots from year to year. This is a popular corn in Iowa and is often called Iowa Silver Mine.

Its desirable characteristics are deep grains, full of oil, ears well filled out, small space between rows, and remarkably high shelling qualities. It frequently shells out 62 lbs. from 70 lbs. of ears, leaving only 8 lbs. of cob per bushel. The stalks grow rather short and heavy, frequently bearing two ears of uniform size. This is a big yielder, even on poor soil.

Ainsworth Silver Mine, which resembles Reid's Yellow Dent in type (not color), is noted for its great vitality and its ability to withstand and resist extreme conditions of weather, wet or dry

In hot weather it makes a good crop when other sorts "fire" and dry up. On poor land it will make an ear when some other varieties will only make a shoot. We urge our northern customers particularly to give Ainsworth Silver Mine a trial although it is well adapted to all parts of the corn belt. We guarantee our Silver Mine to be true to name.



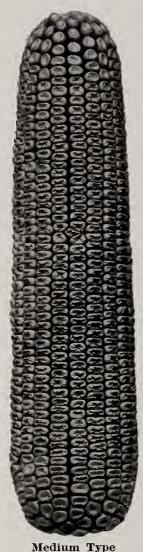
Price—Shelled and graded ready for planting, one peck, \$1.00; one-half bushel, \$1.75; one bushel and up (sacks free), \$3.00. Ear corn per bushel in bushel crates, \$3.50; one ear post-paid, 50 cents.

Sack picked in October, \$3.50 per bushel shelled. Sack picked per bushel in bushel crates, \$4.00. No order accepted for less than one bushel in ear.



Reid's Yellow Dent

UR Mr. W. T. Ainsworth makes a specialty of growing Reid's Yellow Dent on his big Cloverdale farm, adjoining the seed plant. He personally looks after the culture of the general field and the Reid Breeding Plot. In comparing it with our Leaming, it is lighter in color, both in grain and cob. The kernels are deeper and narrower than Leaming and are inclined to be less meaty. The type is rougher. The kernels fit close on the cob and the paired rows dovetail together more than in other varieties.



We can say without hesitation that all of our Reid this year is sound, well matured and will show a high germination. We commenced sack picking Reid's Yellow Dent on October 10th, and in two weeks had over four thousand bushels sack picked from Cloverdale farm and hung on wire racks.

Reid's Yellow Dent is perhaps the most popular of all varieties of corn. This corn has been a great prize winner at shows. We have made some real progress with this strain during the last seven years, and urge that you plant some alongside your own. The percentage of grain to the cob is between 88 and 90. Bred to a medium rough type. An easy husker, Safe from frost in 100 to 115 days.

We sell more bushels of this corn than all other varieties combined, and can honestly say that one year with another it will yield as much corn as any other variety. This corn is ready to ship now. Our strain of Reid is earlier than the Reid that is generally grown in Central Illinois. Place your order for some of this splendid corn. It is sure to give satisfaction. Reid's Yellow Dent is the most popular corn grown in Illinois.

In addition to our regular Reid, we have one field of extra early Reid that we have grown purposely to supply northern Illinois and Iowa trade.

Peoria Co., Illinois, October 25, 1916.
W. T. Ainsworth & Sons, Mason City, Ill.
Gentlemen:—In regard to the seed corn which
I purchased of you last spring, will say that it
was first class in every respect. As near as I can
tell, over 95 per cent of it grew under unfavorable
conditions, and it has eared and filled out well
this fall.

Yours truly,
WALTERS BROS.



Rough Type

Price—Shelled and graded ready for planting, one peck, \$1.00; one-half bushel, \$1.75; one bushel and up (sacks free), \$3.00. Ear corn, per bushel in bushel crates, \$3.50; one ear postpaid, 50 cents.

Sack picked in October, \$3.50 per bushel shelled. Sack picked, per bushel in bushel crates, \$4.00. No order accepted for less than one bushel in ear.

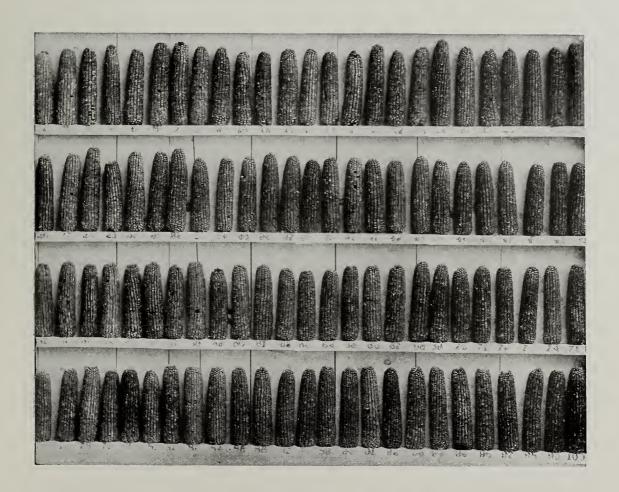


Gold Standard Leaming

EAMING corn was orginated by J. S. Leaming, near Wilmington, Ohio, in 1826, and is the oldest known variety of dent corn. This corn was later improved by J. S. Chester and Leigh F. Maxey, both Illinois breeders.

Ainsworth Gold Standard Leaming is of a deep golden color, well filled at butt and tip. The rows of kernels are very straight and distinct. The ears range from 9 to 11 inches in length, from 7 to 8 inches in circumference, and weigh from 12 to 17 ounces. Stalks are from 8 to 10 feet high. Matures in from 100 to 115 days. This corn is a great favorite in the dairying districts, and is well adapted to a wide range of country. The corn does not become as flinty as that of other yellow varieties, which gives it an advantage as a feeding corn. We recommend this as being the best yellow corn for ensilage.

Ainsworth Gold Standard Learning is of pronounced type and has won us much praise from growers far and near. We have sold Learning seed corn to the University of Missouri for the last six years, and have already shipped their order for the coming season.



Price—Shelled and graded ready for planting, one peck, \$1.00; one-half bushel, \$1.75; one bushel and up (sacks free), \$3.00. Ear corn, per bushel in bushel crates, \$3.50; one ear, postpaid, 50 cents. No sack picked corn in this variety.



Johnson County White

THIS corn is often called Boone County. It is with a great deal of pride that we make the following statement to our customers: Our Johnson County has been run through breeding plots for six consecutive years. In addition to this, it was grown under isolated conditions. We grew the largest part of this in one body a quarter of a mile from any other variety. As a result, we are able to offer you a pure strain of Johnson County free from foreign pollenization. Seedsmen who depend entirely upon surrounding farmers for their supply cannot give this assurance. Judges make no distinction between Johnson and Boone.

We urge other breeders who want a pure strain to give us an order for some of this corn. We are sure it cannot be surpassed in purity of strain at any price. This is the great prize winner in white corn. With a long growing season it will outyield any variety known. It matures in from 105 to 120 days.



A Pile of Johnson County White

Price—Shelled and graded ready for planting, one peck, \$1.00; one-half bushel, \$1.75; one bushel and up (sacks free), \$3.00. Ear corn, per bushel in bushel crates, \$3.50; one ear, postpaid, 50 cents. No sack picked corn in this variety.



Ainsworth's White Dent

THIS corn is similar to Reid's Yellow Dent in appearance, only it is white. The ears are somewhat larger than the Reid, but fully as early in maturing; in fact, this corn will mature with Reid's Yellow Dent if planted under similar conditions. This corn is a good medium rough type and will breed to a remarkable degree.

Ainsworth's White Dent is a corn we are giving considerable attention to, since we believe it is destined to become one of the most popular white varieties in Illinois and Iowa.

We have a splendid lot of sack picked corn in this variety; very sound and perfectly matured.

Price—Shelled and graded ready for planting, one peck, \$1.00; one-half bushel, \$1.75; one bushel and up (sacks free), \$3.00. Ear corn, per bushel in bushel crates, \$3.50; one ear, postpaid, 50 cents.

Sack picked in October, \$3.50 per bushel shelled. Sack picked, per bushel in bushel crates, \$4.00. No order accepted for less than one bushel in ears.

Testimonials

Mason Co., Illinois, October 30, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:—In answer to yours of the 18th about my corn, it grew fine. I had a fine stand, every hill came up and grew fine. My corn is as good as the general run of corn around here. All the first ears matured early. There was a wet spell which came late and made lots of late ears, which got caught by the frost. I have 20 acres husked that averaged between 35 and 40 bushels to the acre, which is good for this year.

Yours respectfully,

D. C. VANETTEN.

De Witt Co., Illinois, October 20, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:—Replying to yours of the 20th inst. Sorry I cannot give you a better report but owing to the extreme heat and drouth of the past summer, followed by an early frost, my corn will not make more than 35 bushels per acre, much of which will be light and chaffy and practically none of it good enough for seed. I shall not attempt to save seed this year, but will probably want to secure some of your "sack picked" seed. Please send me your catalog soon as you get it out. Permit me to say that the seed I got from you this spring was entirely satisfactory—germinated strong and the yield is light owing to an unfavorable season all the way thru. I have never had any bad results from planting seed corn secured from you.

Very truly yours,

J. F. DELAND.

Vermilion Co., Illinois, October 24, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:—In reply to your letter regarding the seed corn I purchased last spring I wish to state it was very satisfactory. It was planted about the 9th of May, and matured about ten days earlier than any other corn around here. This is the Silvermine. The Yellow Dent did not mature as early as the White. The White averaged 60 bushels per acre, and we haven't husked any of the Yellow yet.

Yours truly,

J. R. SMITH, JR.

Montgomery Co., Indiana, Nov. 5, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:—I am sorry to say I have neglected to answer your letter of the 20th. My Yellow Dent was almost a perfect stand, but the wet weather was against it and it is making about 55 bushels per acre. The White Dent was planted on new ground, but had no ditches in it so rain hurt it and the early frost we had damaged it considerably. Have not shucked it yet, don't know what it will yield. The Yellow Dent corn matured fully as early as any corn I know of and is the easiest to shuck I ever had. I like your corn and like the way you do business. Expect to buy more seed of you next season. My father and I have bought seed of you several times and always found it O. K.

Yours truly,
HAROLD CALDWELL.

We do not give postoffice addresses in testimonials on the following pages. We will be glad, however, to give addresses of letters near where the intending purchasers are located.



Field of Great American Oats

Great American Oats

REAT American Oats have been grown on our farms for the last four years and have given such splendid yields that we feel justified in placing them on the market for seed. Our supply is limited since we are offering only our own raising.

Description. This is a pure white oat, very bright and sound, in fact the finest quality we have ever grown. The germination tests show practically 100 per cent. The grain is a little longer than the Swedish Select, with a somewhat shorter straw. Medium early, ripening in this latitude about the middle of July. We will take pleasure in sending you a quality sample.

Price—Carefully recleaned and small oats graded out, in lots of two to ten bushels, \$1.00; ten to twenty bushels, 95 cents; over twenty bushels, 90 cents. All oats are shipped in new grain bags which are included free.

Testimonials

Iroquois Co., Illinois, October 31, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:—I consider the quality of the corn I grew from your seed good and I think it will mature on an average with other breeds of corn. I have not planted anything for the last three years but your seed. Have been very well satisfied. Last year I weighed in a crib of corn which was not shelled out until this fall after all the not weather was over and it almost held its own.

I remain as ever

PHINLEY SMITH.

Logan Co., Illinois, October 23, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:—Under the condition of this summer my crop is good. I tested the seed I got of you and found that it tested 99 per cent germination. Planted 1006 grains in some dirt in a box and 998 of them grew. My corn is the earliest in this neighborhood. I don't think a farmer would make any mistake by getting his seed corn from W. T. Ainsworth & Sons.

Yours truly,

J. O. ROBBINS.



Appreciative Letters from Far and Near

Hancock Co., Illinois, October 22, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:-In reply to your favor of the 20th, will say it gives me pleasure to say that the seed corn we got of you last spring was entirely satisfactory and the stand we got was splendid. It was planted very late and I doubt if it fully matures, but the condition is the same with all fields so far as I have examined. While I don't think we have had any frost to hurt corn, still we don't want to take any chances on the possible shortage of seed. We expect to try and get some seed out of our own fields but will ask you to enter us on your books for 24 bushels of your sack picked Reid's Yellow Dent in the ear for next April delivery. Wishing you every success, I am Very truly yours,

C. M. BRANT.

Hancock Co., Illinois, October 20, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:-Received your letter and will say bear Sis.—Received your letter and will say the seed corn purchased of you last spring was sure "Tip Top" good seed corn. The Gold Standard Leaming is of extra good quality and will yield in the neighborhood of 50 bushels per acre. The Yellow Dent didn't have as good a chance to mature as the other, not being planted until in June. However, it will make very good corn and will also make a good yield. Considering the will also make a good yield. Considering unfavorable season we had, I am well pleased with If all the corn you sent out was as the results. good as what you sent me, I don't think there should be any complaint.

> Yours truly. HOMER THOMPSON.

Lake Co., Indiana, October 20, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:—In answer to your favor of recent date, will state that the seed corn I purchased of you was satisfactory in every way. Germination good.

Yours truly. L. A. SALISBURY.

Des Moines Co., Iowa, October 20, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:-In reply to yours of the 18th inst. will say that in the last two years I have used your seed corn I have had very good success with both the shelled and ear seed corn, with a germination of over 95 per cent and I planted as late as June 1st, but it has all matured to good, big, solid corn with an average of 50 bushels or better and I think that every farmer should try some of Ainsworth's pure breed seed corn and be convinced of the vast difference in yield and quality along side of the common varieties. Please send me a 1916 catalogue as I am going to order more seed for next year.

Yours truly, THOMAS E. PONTZIUS. Warren Co., Illinois, November 6, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:-In regard to the seed corn I purchased of you last spring, will say that I am well pleased with the corn. I planted 130 acres, all good sound corn except five acres planted the 24th of May along the creek, that was caught in our first frost. Will say two-thirds of that is all right. The corn around here all matured first class and a good quality. I think we have an average of 45 bushels to the acre. We had a rather bad season to start out with, early, cold, wet, backward spring. We have some land rented of a neighbor. We were talking about the corn today, he made the remark that it was the best corn he had seen for a long time.

Yours respectfully,

ELLSWORTH DAVIS.

Logan Co., Illinois, November 6, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:-I have purchased my seed from you for the last five years and have always been well pleased with what I got. Out of twelve bushels of ear corn that I got of you last spring there were only twelve ears that were not first class seed corn. My corn will average about 45 bushels per acre this year. Any body in need of seed corn will make no mistake in placing their order with W. T. Ainsworth & Sons. Wishing you success in your business, I remain

> Yours truly. HERMAN MEYER.

Jersey Co., Illinois, October 19, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:-In reply to your letter of the 20th inst, would say that my corn crop this year is poor. However, I had a good stand and it came early and promised well. But six weeks of drought in the summer prevented the ears from filling, and the wind storms blew it down so that it will probably not yield over 40 or 50 bushels. the seed you furnished me, and will be in the market for sufficient Reid's Yellow Dent to plant 80 or 90 acres next year. I am sorry my experience will not be of some value to you, but I am an enthusiast for Ainsworth seed corn just the Yours,

H. L. CHAPMAN.
The corn matured early and the early frost did not hurt it.

H. L. C.

Moultrie Co., Illinois, November 7, 1916. W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:-In reply to yours of October 20th, will say I finished husking my corn on the 2nd. The maturity was good, some as hard as flint. We have had a very hot, dry summer. The crop We have had a very hot, dry summer. The crop was badly damaged by the burning of the pollen. My crop made an average yield of 38 bushels per acre, some run up to 50 bushels. I have planted your seed for five years straight and have never found any fault with it yet. I expect to plant the same variety next year and buy the seed from Yours truly,

LEWIS D. YUTZY.

P. S. The average yield of the locality is about 30 bushels, some as low as 15 bushels.



Letters That Count

Hancock Co., Illinois, October 16, 1915. W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:—Your letter of inquiry received and in reply I have the pleasure of stating the seed corn purchased of you last spring was en-tirely satisfactory.

I had a fine prospect until the floods came in June and with continued rains damaged the crops very badly.

My corn will yield from 50 to 80 bushels per acre according to the damage done, and it has matured very nicely and think it is as early as any my neighbors have.

The Silver Mine Corn purchased of you two years ago is certainly fine. At the Korn Karnival held in Bowen, this county, it took two first prices and one third.

As to how my corn compares with my neighbors' it is hard to tell in this locality this year on account of disastrous floods which I think we're more severe than in your part of the country. I am well satisfied with your seed corn and the way you people do business.

Very truly yours,

J. L. DAUGHERTY,

J. L. DAUGHERTY, Pres. of Farmers' Grain and Supply Co.

Newton Co., Indiana, October 24, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:—I had an excellent stand of corn from your seed corn. I planted on the 22nd of May and it matured and was perfectly sound before the early frost. Went 50 bushel per acre. You will sure have my order for more seed. Yours truly,

PERRY F. HAYLOR,

Newton Co., Ind.

P. S. Hope my testimony will be satisfactory to you, ever word is true. I had nice corn (Reid's Yellow Dent) and I sure want some of your 90 day corn. Will buy it now if necessary, and I think I will buy seed oats from you.

Macon Co., Illinois, October 23, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Gentlemen:—Received your letter today and in reply can say I am very much pleased with the seed corn I got from you last spring. I planted your corn the 18th and 19th of May and it matured in good shape. Haven't a word of complaint to offer. It has been my practice to buy seed every other year, but I think now I will get some white corn of you for next year. It is my opinion that a farmer can better afford to buy seed from a reliable seed house than to go to the trouble to save it out of his own field. I am glad we have some progressive seed corn growers in

trouble to save it out of his own field. I am glad we have some progressive seed corn growers in Illinois.

Yours truly,

A. J. CONOVER.

P. S. My corn that came from your seed will yield better than 50 bushel to the acre and is of good quality, better than I have had for several years. Last year my corn yielded about 15 bushel more to the acre but was poor quality, having been blown down badly about the time it began to dent. This year was awful dry and hot, which cut our yield badly.

Champaign Co., Illinois, October 24, 1916.
W. T. Ainsworth & Sons, Mason City, Ill.
Gentlemen:—The seed corn I purchased of you last spring did fine. The Silver Mine was planted last on May 20 and matured ready to husk by October 1st. The Johnson County will make a good yield and is a fine quality and matured before the frost which was early this year.

Yours truly,
M. J. CLENNON.

Nov. 20, 1916.

W. T. Ainsworth & Sons, Mason City, Ill.

Dear Sirs:—I am writing to tell you that I have grown a good crop of corn from your seed this year. I put in sixty-five acres and none of it was hurt by the frost and all would do to crib by October 1st. All was of first class quality. I am well pleased with your seed.

Yours very truly,

J. G. NEISSER

DIRECTORS

C. A. McHarry

D. L. Dare

SAN BROOKS

FRANK DONOVAN JR.

To Whom It May Concern: -

Jan. 1, 1916.

I take pleasure in making the statement that I have known Mr. W. T. Ainsworth for many years. Mr. Ainsworth has been president of our Farmers' Elevator since its organization fifteen years ago, during which time we have grown from a small elevator to one of the largest farmers elevators in the country.

I can cheerfully recommend Mr. Ainsworth as a thoroughly practical and successful farmer, and a gentleman who invites and commands the esteem and respect of all our best people for his many excellent traits of character. I am confident he will make good any representation made in his business dealings.

Very respectfully,

LEMS Creery
Manager Farmers Elevator Mason City, Illinois.

What Our Bankers Say

NEW FARMERS STATE BANK

MASON CITY. ILLINOIS Jan. 1, 1915.

TO WHOM IT MAY CONCERN:-

Starting with a small seed business the firm of W. T. Ainsworth & Sone have grown rapidly until today they have one of the largest seed businessee in the country.

I am personally acquainted with W. T.
Ainsworth & Sons and know them to be men of integrity
and unquestioned reliability.

The Ainsworth Company have always sold their corn under a very positive guarantee as to germination. They agree that any shipment falling short of germination etandard may be returned and money paid will be refunded without question.

W. T. Ainsworth & Sone are financially responsible and I feel sure they will faithfully oarry out any agreement they make.

Any inquiry received by us will have careful consideration.

Restry France



To Whom It May Oonoern: -

It affords me pleasure to attest the ability of W. T. Ainsworth and Sons as esed corn specialists. They were born and raised upon the farm and accordingly are familiar with the needs of the corn belt farmer.

W. T. Ainsworth owns and operates one of the largest farms in Mason County where he makes a specialty of the growing of fine eeed corn. He was one of the first of the leading farmers in Illinois to promote the organization of Farmers' Elevators and has been President of the Mason City Farmers' Grain and Coal Company ever since ite organization fourteen years ago.

These gentlemen are all good customere of this bank and are absolutely reliable, honest, upright and all etatements made by them, can be fully relied upon.

Very respectfully

of Mouthing

HOW TO ORDER

Be careful to write your name and address plainly. If your shipping point is different from your postoffice address give both. For convenience use enclosed order blank.

How to Send Money: If you send actual cash, have your letter registered. Convenient ways of sending money are: Postoffice Money Order, Express Money Order, Bank Draft, Stamps (if under two dollars) or Personal Check. We have confidence with the farmers we deal with so that we do not hesitate to accept their personal checks. This is very often the most convenient way for you to remit—and is entirely satisfactory with us.

Shipment of Orders: We acknowledge the receipt of every order the same day it is received, and we usually ship order the same week unless otherwise instructed. Shelled corn is sacked in strong sacks and ear corn is crated in substantial, well made crates. The latter cost us nearly twenty-five cents each and are furnished free. If your station has no agent the freight charges must be prepaid. We can tell you how much they are, or so can any agent of the line running through your town.

Safe Arrival of Shipments:

If your order arrives in bad shape, or is damaged or a part lost, have your agent note the exact damage or loss on your Paid Freight Bill, send this to us, and we will adjust matters with the Railroad Company for you.

Small Orders and Rush Orders:

We give the same careful attention to small orders that we do to large ones. If you must have seed corn at once to replant a piece that was frost killed or otherwise injured, just telephone your banker and have him telegraph us.

Order Early: We have as sound a lot of seed corn this year that we have ever grown. The ears are large and well matured and the corn will show a germination of nearly 100 per cent. A guarantee of 95 per cent is made on all corn. We have nearly twice as much seed corn this year as we had last. We believe this supply will run us through the winter months but we wish to call your attention to the fact that we sold out last year by the first of April. The yellow corn was all sold in February. If we get your order in January or February we can fill it with any of the varieties listed in the catalogue. We never substitute without the consent of the purchaser. Place your order early and let us store your corn until you want it shipped.

Our Reliability: Our Pure Bred Seed Corn is sent out under the most positive guarantee ever attempted by any seed firm. The printed slip which is packed with every bushel (see guarantee on page 11) binds us and provides absolute protection for our customers. We want your business and to get this we must have your confidence. For this reason YOU are given twelve days in which to test our corn in your own way.

Our Financial Standing: We refer you to either the New Farmers State Bank or The Central Illinois Bank, both of this city. (See copy of letters from Bankers.) Or we refer you to any local business house as well as R. G. Dun & Co., and the Bradstreet Co., Commercial Agencies; in fact your local bank or banker can furnish you with our financial standing if you care to make inquiry.

Our Location: For the benefit of those who make us a visit this winter, we wish to repeat that our new plant and offices are right in town, being only one block south of the Commercial Hotel, and three blocks north of the Illinois Central depot. Our "THE SEED HOUSE ON THE FARM" is just three blocks west of the Illinois Central depot. This plant is located on our big farm joining Mason City on the west.

ALWAYS ADDRESS

W. T. AINSWORTH & SONS MASON CITY, ILLINOIS

P. S .- If you forget the name, just say "THE SEED HOUSE ON THE FARM"

PURE BRED SEED CORN IS GROWN

A. "Sunnyside Farmstead." Residence of W. T. Ainsworth.
B. "Maple Grove Farmstead." C. "Mitchell Farmstead." D.

